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THE USE OF HEMI-SYNC® TO FACILITATE CHANGE IN ORGANIZATIONS

by Richard Gilson, M.A. and Susan Kuznik, Ph.D

(Discussion from the Fifth Annual Professional Seminar)

Richard (Dick) Gilson and Susan Kuznik are Organizational Development (OD) consultants from Ohio who have found Hemi-Sync useful in their work.

Dick and Susan said most OD consultants see themselves as problem solvers whose job is to intervene in the natural processes of organizations and “fix” those problems. Dick and Susan, however, prefer to facilitate change within an organization by enlightening both individuals and the organization to their overall goals, and with “content free” consulting, provide processes whereby they can develop and evolve consciously and responsibly. Their intention is to provide individuals within organizations the ability to expand their consciousness, use their mental capabilities, and become more adept at handling situations that confront them. They have found this works best by focusing on groups and individuals at the middle management level; top management involvement is not required.

Dick and Susan have found Hemi-Sync very useful in facilitating the change process because it can be helpful in removing barriers to awareness and understanding by expanding the consciousness of individuals. They rely primarily on METAMUSIC®, because the tapes are “content free,” they work well in groups, they allow people to experience Focus 10 and Focus 12, and they are unobtrusive and “safe.” Because that safe environment is so important, Hemi-Sync is explained beforehand, and if members of a group are leery of the process it is not used.

Because Hemi-Sync can help create a heightened awareness of personal and group energy, it’s useful in developing effective group characteristics. By making it easier to access creative and problem-solving capabilities, Hemi-Sync provides a fertile background for various techniques and exercises such as brainstorming and exploring possibilities.

Dick and Susan explained that an important part of their function is to determine the state and stages of development for individuals and groups within the organization.

Based on models of stages of development from Maslow and Graves/Lynch, this determination helps everyone see where they are presently and where they might go from there. To help the organization move to a new stage, Dick and Susan emphasize development and transformation versus mere growth (quality versus quantity).

Instruments such as the Myers-Briggs test and Mind Mapping are used to identify developmental states and stages. Dick and Susan have found that some of the problems inherent when administering such instruments (e.g., “fudging” of the answers and the instrument taker being influenced by the administrator) can be alleviated or eliminated by using Hemi-Sync tapes in the background.

Summarizing, Dick and Susan said their approach is to facilitate change in organizations with the focus on the individual and small groups, emphasis on the process, and promoting development rather than growth. They find Hemi-Sync very useful in their approach, and would like to be able to utilize more empirical evidence and a broader range of test cases to make it more readily acceptable to the business world.

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